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Title: Need to pronounce measures for the revival of sagging coir industry.

DR. K.S. MANOJ (ALLEPPEY): Coir Industry is one of the major traditional industries in the Country. More than 6.5 lakhs workers which consist majority of women are depending on this industry for their livelihood. "Alappuzha Coir"- The Golden Yarn of God's Own Country is very famous in the world. But the coir industry is now moving through a very crisis period. In addition to the inherent problems in the industry, now the coir industry is facing a setback in the coir exports due to the appreciation of Rupee in the world economy which is not only reflected in the exports but also reflected in down line industry. Coir exporters are at a huge loss since they had made the agreements with the foreign buyers, when Rupee had a depreciated value. Urgent intervention from the Central Government is imperative to tide over this crisis. So, I request the Government to extend the following measures which is already there in other similar industries to rescue the coir industry:-

(a) To extend the Duty Drawback Support at the rate of 10% of FOB value toall coir products which is now given for jute, woolen, cotton and other products.

(b) External Marketing Assistance (EMA) which is now available to jute floorings at the rate of 5% of FOB value and raised the maximum EMA benefits allowed to a particular beneficiary from 20 lakhs to 20.5 crores. This should be extended to coir industry also.

(c) Market Development Assistance (MDA) subject to a limit of Rs. 1,10,000/-is given to exporters having turnover upto Rs. 10 crores. This should increased to Rs. 3,00,000/- with turnover upto Rs. 20 crores.

(d) Reimburse the cost for ISO Certification and other certification.

Enhance the Limit to 5 crores for availing SSI status for industrial units as in the case of some other industries.